



TOOLS & RESOURCES
FOR SUCCESS

www.HealthyKidsHealthyFuture.org

Efforts Under the Let's Move! Umbrella



www.HealthyKidsHealthyFuture.org

Let's Move!

Many efforts under the
Let's Move! umbrella

- Settings stretch across
cities, towns, and counties
across the country



What is **LET'S MOVE! ChildCare** ?



Let's Move! Child Care (LMCC) is an effort to promote children's health by encouraging and supporting healthier physical activity and nutrition practices for children in all child care settings.

5 Goals

1 Physical Activity

Provide 1-2 hours of physical activity throughout the day, including outside play when possible.

2 Screen Time

No screen time for children under 2 years. For children age 2 and older, strive to limit screen time to no more than 30 minutes per week during child care, and work with parents and caregivers to ensure children have no more than 1-2 hours of quality screen time per day (as recommended by AAP).

3 Nutrition

Serve fruits or vegetables at every meal, eat meals family-style whenever possible, and don't serve fried foods.

4 Beverages

Provide access to water during meals and throughout the day, and don't serve sugar-sweetened drinks. For children age 2 and older, serve low-fat (1%) or non-fat milk, and no more than one 4- to 6-ounce serving of 100% juice per day.

5 Infant Feeding

For mothers who want to continue breastfeeding, provide their milk to their infants and welcome them to breastfeed during the child care day. Support all new parents' decisions about infant feeding.

LMCC Steps

- 1. Sign up online** to receive participation certificate and enroll in emails from LMCC
www.HealthyKidsHealthyFuture.org
- 2. Take the Checklist Quiz** to see how you are doing in the goal areas
- 3. Build your Action Plan**
- 4. Use the free online tools and resources** to help implement your action steps
- 5. Retake the Checklist Quiz** once best practices have been met and **earn LMCC Provider Recognition Award**
- 6. Share your success story**



Blogs and E-mails

LET'S MOVE BLOG

Let's Move! Child Care Webinars Encourage Providers and Trainers to Focus on Five Goals

Posted by Capt Meredith Reynolds, Ph.D., USPHS Centers for Disease Control and Prevention on October 04, 2011

Since First Lady Michelle Obama's announcement of **Let's Move! Child Care** (LMCC) on June 8, 2011, nearly 1,300 participants have registered online and joined the fight against childhood obesity. Among the participants are child care providers who have committed to achieving best practice recommendations for the five LMCC goals—physical activity, screen time, food, beverage, and infant feeding—and trainers dedicated to providing technical assistance to child care providers participating in LMCC.

To support the achievement of these goals, the NACCRP and the National Child Care Resource & Referral Agencies (NCCRRAs) have developed a series of webinars, dedicated to the five LMCC goals.

and promote a healthy environment for children. Child Care Resource & Referral Agencies (NCCRRAs) and child care providers and one for LMCC (NCCRRAs), dedicated to the five LMCC goals.

it is critical that providers help put "development," said Linda K. Smith, "s can play a unique role in reaching obesity epidemic."



Sign up at:
www.letsmove.gov

Let's Move! Child Care
Email Blast: January 2012

Yes, kids can play outside in the winter!

Winter is here, but it is still possible to maintain the *Let's Move! Child Care* goal that young children get 1–2 hours of physical activity each day, including both indoor and outdoor play.

Research shows that there are benefits to outdoor play, including better motor skill development and fewer coronary heart disease risk factors. In addition, going outside for as little as 10 minutes each day increases sunlight exposure and promotes the body's production of vitamin D, which works with calcium to help children build strong bones. Even though it is winter, children can experience the benefits of playing outside.

Need ideas for activities? The [eXtension Alliance for Better Living](#) has a database with great ideas. From snow hikes to winter preschoolers to enjoy during the winter months and

Want tips for outdoor play safety in the winter?

E-mail!

START EARLY

Let's Move! Child Care

MAKE NUTRITION FUN

Healthy Eating

GET KIDS MOVING

Physical Activities

BE INSPIRED

Ideas and Resources

CHANGE YOUR WORLD

Healthy Kids, Healthy Future

[Welcome | Start Early](#)

SEARCH SITE

**START EARLY**[How to Sign Up](#)[The 5 Main Goals](#)[Why Participate?](#)[FAQs](#)[Registration](#)[Quiz](#)**START EARLY,
START SMART**

Join Let's Move! Child Care today. And give your kids a healthier future.

[» Sign Up](#)**Invitation for Parents**

Let's Move! Child Care is for you, too. Use our tools and talk with your child care providers, so together you

How Do I Sign Up?

The Let's Move! Child Care initiative is simple:

Just follow these quick and easy steps below to get started instituting healthy choices in your home or program today. Signing up and participating are free.

Get Started

Step 1: Sign Up and Receive a Certificate for Participation.

Register with your email address. You'll use it later for our checklist quiz and to receive information and updates. After you register, download our participant certificate to display in your center or home.

[» Sign Up Now](#)

Step 2: Take the Let's Move! Child Care Checklist Quiz.

Access our simple online checklist quiz with the email you use to sign up. The checklist quiz will ask questions about physical activity and nutrition at your program or home.

[» Take the Quiz](#)

Step 3: Build Your Customized Action Plan.

Create a customized Action Plan exclusively for your program or home to help you reach your goals. The Plan is developed from your answers on the checklist quiz above.

Step 4: Access Ideas and Resources.

Use a variety of helpful ideas and resources to help you implement your Action Plan and meet the Let's Move! Child Care goals:

[Ideas & Resources](#)[Read About the 5 Goals](#)**TOOLS &
RESOURCES**

- » [Let's Move! Child Care Checklist Quiz](#)
- » [Healthy Habits for Life Resource Kit](#)
- » [Menu Planning](#)
- » [Let's Move! Child Care Webinar](#)

[... and more](#)**Let's Move! Online:**

Take the Checklist Quiz



www.HealthyKidsHealthyFuture.org

- ❑ The Checklist Quiz can be taken any time at the LMCC Web site: www.HealthyKidsHealthyFuture.org
- ❑ Fun way to see where you are and make a manageable action plan to achieve the LMCC goals
- ❑ You choose your priorities -- start with whatever is going to be easiest and then build on your success

Action Plan using the Checklist Quiz



- ☐ Action Planning is an important step to help you make changes
- ☐ You choose your priorities
- ☐ Start where you and your program are most likely to be successful
- ☐ Be ready to create individual action steps
- ☐ Samples are available

Why Participate?

FAQs

Registration

Quiz

Your Privacy Is Important to Us

Your information will be kept entirely confidential and never shared for marketing purposes. And when you provide your information, we won't come to your center to analyze your facilities or staff. That's for accreditation organizations — and that's not what we're all about.

Invitation for Parents

Let's Move! Child Care is for you, too. Use our tools and talk with your child care providers, so together you can give your kids the very best start.

» [See Our Ideas and Resources](#)

My Goal:

Limit 100% fruit juice to 4-6 oz per day per child and encourage parents to support this limit

Based on the goal you have identified (displayed above), please create some action planning steps that you could use to work toward your goal. With each action step, please identify who will be responsible for the action and a deadline for completion.

Check out the sample action plans provided for ideas. Feel free to use these as a reference when creating your own action plan. However, you know your program/home best. Your action plan should reflect your unique needs to best help you and your program/home achieve your goals.

Please keep in mind that after you complete your action steps for this goal and click "Next", you will not be able to return to this page and edit them.

For centers: [Sample action plan](#)

For homes: [Sample action plan](#)

Example action step: Adjust menu to only include 100% fruit juice 2-3 times per week.

Person Responsible: Mrs. Davis

Deadline: 09/22/2011

Action Plan - Step #1

Person Responsible:

Deadline (mm/dd/yyyy):

Action Plan - Step #2

Sample Action Plan

Action Plan Steps	Persons Responsible or Involved	Target Date for Completion
Goal: Drinking water is available inside and outside, where it is visible and available for self-serve		
1. Coordinate meeting with staff and director to discuss barriers to providing drinking water and possible solutions to the problem.	Director and staff	Sept 12, 2011
2. Purchase pitchers and cups to keep in all classrooms and outdoors.	Director	Sept 16, 2011
3. Arrange for staff training on importance of drinking water and availability of water for children.	Food Service director, staff and Registered Dietician or Nutritionist	Oct 15, 2011
4. Begin implementing new water availability policy in all classrooms and outside.	Director, staff	Nov 1, 2011
Goal: Sugary drinks (fruit drinks, sports drinks, sweet tea, soda) are never offered		
1. Discuss health risks of serving drinks high in sugar, and benefits of serving more water and milk at center.	Director and Food Service director and staff	Sept 30, 2011
2. Re-evaluate budget and update menus to account for change in beverage choices. and send newsletter home to parents	Director and Food Service Director.	Oct 15, 2011

LET'S MOVE! Child Care We Did It!

completed the Let's Move! Child Care Checklist!

In 2011-2012, We Met The 5 Goals Of:

-  Providing Time For Active Play Each Day
-  Reducing Screen Time
-  Serving Nutritious Food
-  Offering Healthier Beverages
-  Supporting Infant Feeding

If our kids get into the habit of getting up and playing, if their palates warm up to veggies at an early age, and if they're not glued to a TV screen all day, they're on their way to healthy habits for life.

—First Lady Michelle Obama
Let's Move! Child Care launch, June 8, 2011

The header consists of a light blue background. A horizontal bar is positioned across the top, featuring a red segment on the left and a teal segment on the right. The text 'Web site & Resources' is written in white on the teal portion of this bar.

Web site & Resources

Start Early

Start Early tab:

- Provides **research base** for LMCC
- Answers **questions** providers may have
- Links providers to **relevant areas** of the website as they get started:
 - Sign up
 - Quiz
 - Tools & Resources

START EARLY
Let's Move! Child Care

MAKE NUTRITION FUN
Healthy Eating

GET KIDS MOVING
Physical Activities

BE INSPIRED
Ideas and Resources

CHANGE YOUR WORLD
Healthy Kids, Healthy Future

Welcome | Start Early

SEARCH SITE

START EARLY

How to Sign Up

The 5 Main Goals

Why Participate?

FAQs

Registration

Quiz

START EARLY, START SMART



Join Let's Move! Child Care today. And give your kids a healthier future.

» Sign Up

Why Should I Participate?



Committing to serve healthier foods and promote physical activity at every age is a win-win situation for your staff, the families, and the children.

Not convinced it's for you? Here's why we think joining us just makes sense:

Because you can make a difference.
You have one of the toughest, most important, and yet most under-recognized jobs in the world. You might not hear it nearly as often as you should, but what you do matters. And this is a major way you can make a lasting impact on every kid you care for and help teach them how to grow up healthy.

Because you can be a champion for healthy choices.
You're on the front lines — from infancy on up. You have a powerful opportunity to instill healthy habits and make positive lifestyle changes in kids right now — as their bodies and brains are growing and before they start developing unhealthy food preferences and habits that are hard to break.

TOOLS & RESOURCES



» Let's Move! Child Care Checklist Quiz

» Healthy Habits for Life Resource Kit

» Menu Planning

» Let's Move! Child Care Webinar

... and more

Let's Move! Online:



Healthy Eating

- **Healthy Eating and Physical Activity** tabs offer:
 - **Tips**, resources, online tools and activities
- **Educational information:**
 - Videos
 - Articles
 - Parent resources
- **Suggestions** for programs to meet components of LMCC goals:
 - Policies
 - Practices

MAKE NUTRITION FUN

Planning & Menu Shopping
Serving Meals
Beverages
Infant Feeding

START EARLY, START SMART



Join Let's Move! Child Care today. And give kids in your care a healthier future.

» [Sign Up](#)

Healthy Eating



Young kids can, of course, be picky eaters. And they often assert their independence through eating, or *not* eating, what they're offered.

So it's easier to serve foods you know they will like and actually eat, without all of the meltdowns and frowns. But what's easiest isn't always what's best.

Food preferences develop at an early age, even in infancy.

As a child care provider, you have a powerful opportunity to teach kids' taste buds to appreciate wholesome foods — before they can learn differently. And with a little patience, even the fussiest young diners can learn to like healthy foods.

Encouraging Healthy Eaters

Try these strategies to convert those tight-lipped mouths into smiles:

[-] Mix it up — serve a variety of nutritious choices.

Most kids will gladly eat their favorite fare like hot dogs, macaroni and cheese, French fries, and chicken nuggets at every meal. But these foods are filled with unhealthy fats and don't provide the proper nutrients.

Plus, offering the same foods day in and day out doesn't expose children to new tastes and textures or the opportunity to learn about other food flavors and choices.



[+] Opt for healthier alternatives.

[+] Let children participate in preparing food, if possible.

[+] Have kids create their snacks.

GOAL #3: FOOD



Try to:

- » Serve fruits and veggies at every meal.
- » Eat meals family-style and let kids choose.
- » Steer clear of all fried foods.

HEALTHY CELEBRATIONS



Make parties festive but healthy:

- » Put the emphasis on fun activities, not food.
- » Encourage parents to bring in nutritious alternatives.

» [Positive Reward Options](#)

Ideas and Resources

www.HealthyKidsHealthyFuture.org

BE INSPIRED

Testimonials
Our Partners
Child Care Resource Websites
Webinars
Training for Trainers

START EARLY, START SMART



Join Let's Move! Child Care today. And give your kids a healthier future.

» [Sign Up](#)

Ideas and Resources



Look no further. As a child care provider, this is your one-stop-shop for insights and advice about early childhood nutrition and physical activity.

Also, be sure to check out:

- » [What's Working for Other Providers](#)
- » [Our Partners](#)
- » [Favorite Websites](#)

FIVE GOALS

1. Physical Activity
2. Screen Time
3. Food
4. Beverages
5. Infant Feeding

Resource Center

Here's your library of free, simple-to-use, proven resources, inspiring ideas, and practical tips for healthy eating and activity — all in one place.

- + [Comprehensive Guides & Job Aids](#)
- + [Nutrition Know-How](#)
- + [Physical Activity Insights](#)
- + [Be a Healthy Lifestyle Role Model](#)
- [Support Infant Feeding Decisions](#)

- » [10 Steps to Breastfeeding Friendly Child Care Centers](#) (resource kit from the Wisconsin Dept. of Health Services)
- » [Breastfeeding FAQs: Safely Storing Breast Milk](#) (article from KidsHealth)
- » [Breastfeeding FAQs: Solids and Supplementing](#) (article from KidsHealth)
- » [Breastfeeding vs. Formula Feeding](#) (article from Nemours' KidsHealth.org)
- » [Child Care Tips: Breast Milk](#) (poster from the USDA)
- » [Finger Foods for Babies](#) (article from KidsHealth)
- » [How to Support a Breastfeeding Mother: A Guide for Child Care Centers](#) (job aid from the Texas Dept. of State Health Services; click on the first PDF on the page to open)

- + [Videos Worth Viewing](#)

Let's Move! Online:



- ❑ Ideas and resources are **key to improving healthy environments** for young children
- ❑ **Available resources** include:
 - ❑ Webinars
 - ❑ Tips and encouragement
 - ❑ Activities
 - ❑ Provider successes
 - ❑ External child care resources websites

Sample Resources

Toolkits and Guides

The screenshot shows the KidsHealth website interface. The top navigation bar includes links for 'KidsHealth school planners', 'learn more', 'School Specialty', and 'a KidsHealth Educational Partner'. A search bar is also present. The left sidebar lists 'Categories' such as 'Child Care Guides: Preschool', 'Healthy Habits for Life Resource Kit', and 'Teacher's Guides' for various grade levels. The main content area features a large banner for the 'Preschool: Healthy Habits for Life Resource Kit' with Sesame Street characters. Below the banner, there is a section titled 'Early childhood is an exciting time, as children begin to learn about themselves and the world around them. It's a time when they begin to develop habits that can affect them throughout their lives, especially when it comes to food and fitness.' and a 'DOWNLOAD THE GUIDE IN ENGLISH' section with three parts: 'Part 1: Got Moving!', 'Part 2: Food & Drink to Grow On', and 'Part 3: Every Day is a Healthy Day'.

Articles from KidsHealth.org

The screenshot shows the article 'Snacks for Preschoolers' on the KidsHealth website. The article features a large image of a young child holding a strawberry. The title 'Snacks for Preschoolers' is prominently displayed in red. Below the title, there is a breadcrumb trail: 'KidsHealth > Parents > Nutrition & Fitness Center > Healthy Eating & Your Family > Snacks for Preschoolers'. A 'What's in this article? (click to view)' link is provided. The article includes a 'Listen' button with a speaker icon. The main text begins with the heading 'Filling Nutritional Gaps' and states: 'No one's busier than the average preschooler. They're so active and imaginative it's no wonder they get hungry between meals and need a snack.' The text continues: 'Although growth during the preschool years is slower compared with that of the first 2 years of life, preschool kids still need about 1,200 to 1,600 calories a day — calories that should come from a balanced diet that includes whole grains, lean meat, beans, low-fat milk, fruits, and vegetables.' The article concludes with: 'That's sometimes easier said than done. Some preschoolers don't eat well at mealtime. Others might be willing to eat, but only certain'.

Sample Resources, Continued

Dear Families,

How much time do your children spend each day or week passively sitting in front of one kind of screen or another instead of actively playing or exercising?

Several studies have linked excessive screen time to childhood obesity and lowered literacy rates for children of all ages. Scientists have also found language delays among children younger than age 2 who are exposed to too much screen time.

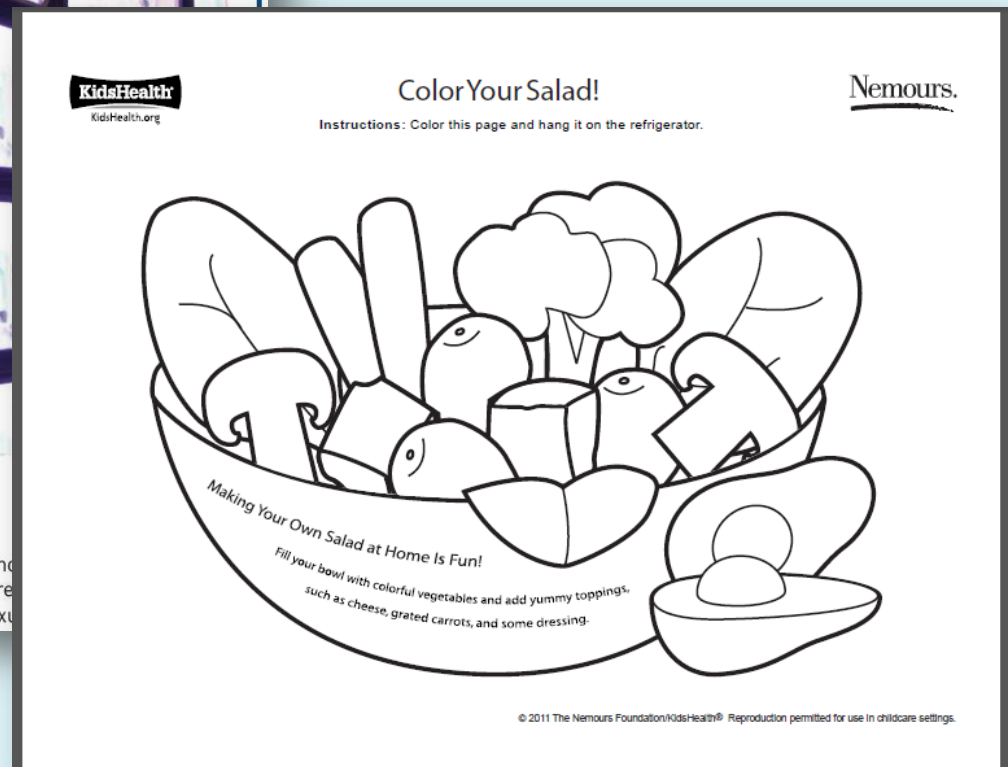
Set boundaries for television and other media use. Avoid screen media for infants or toddlers younger than age 2, and limit the amount of time older children watch or use media. According to the American Academy of Pediatrics, children preschool-age and older should have no more than two hours of total screen time per day. Remember that computer time factors into a child's overall screen time for a day.

Tip: Use a timer to help children remember when it is time to stop.



D. Is it free from bias, violence, content? For example, are Characters fighting? Sexu

Activities



Letters to Parents

And much more!

Webinars

(within “Ideas and Resources”)



www.HealthyKidsHealthyFuture.org

- Webinars *hosted by NACCRRA*
- Available for every LMCC goal area
- Viewable *online or in PDF* format
- *Train the trainer* webinars and resources also available

The screenshot shows the 'Webinars' page on the 'Let's Move! Child Care' website. At the top, there are five colored navigation buttons: 'START EARLY' (orange), 'MAKE NUTRITION FUN' (green), 'GET KIDS MOVING' (blue), 'BE INSPIRED' (purple), and 'CHANGE YOUR WORLD' (orange). Below these is a search bar and a 'FIVE GOALS' section with a list of goals: 1. Physical Activity, 2. Screen Time, 3. Food, 4. Beverages, and 5. Infant Feeding. The main content area is titled 'Webinars' and includes a sub-header 'We've created presentations to help your facility or home-based program use this site's comprehensive tools.' Below this, there are four webinar listings, each with a title and two links: 'View Online Version' and 'Download PDF Version'. The listings are: 'Introduction to Let's Move! Child Care', 'Healthy Eating Part 1: Research & Policies', 'Healthy Eating Part 2: Implementation & Practices', and 'Physical Activity in Child Care Settings'. At the bottom, there is a 'Train the Trainer' section with a link to 'View More Trainer Resources'. On the left side of the page, there is a sidebar with a 'BE INSPIRED' section containing links to 'Testimonials', 'Nominate an Early Care & Education Program', 'Our Partners', 'Child Care Resource Websites', 'Webinars', and 'Training for Trainers'. At the bottom of the sidebar, there is a 'START EARLY, START SMART' section with a photo of two children and a link to 'Sign Up'.

Testimonials

(within “Ideas and Resources”)



www.HealthyKidsHealthyFuture.org

- ❑ **Learn** from others and **overcome challenges**
- ❑ Submit **Success Stories**
 - ❑ May be highlighted in e-mail blasts, articles or on the LMCC website
- ❑ **Inspire others** to achieve the LMCC goals
- ❑ **Be recognized** for outstanding efforts

START EARLY
Let's Move! Child Care

MAKE NUTRITION FUN
Healthy Eating

GET KIDS MOVING
Physical Activities

BE INSPIRED
Ideas and Resources

Welcome | Be Inspired

BE INSPIRED

Testimonials


Our Partners

Child Care Resource Websites

Webinars

Training for Trainers

START EARLY,
START SMART



Join Let's Move! Child Care today. And give your kids a healthier future.

» [Sign Up](#)

What's Working for Others

Not sure that you're ready or able to make changes now — or that our Let's Move! Child Care ideas will even work for your center or home?

Well, child care providers just like you have stepped up to the plate to start adapting the nutrition and physical activities of the kids in their care — for the better.

Share Your Story

Tell us your tale of progress and success. Use one of the forms below to share how you've impacted your program or your community by working toward the five goals of Let's Move! Child Care.

- » [Trainer Success Form](#) (for trainers)
- » [Program Success Form](#) (for child care providers)

Case in point: The Latin American Community Center (LACC).

The LACC in Wilmington, DE, nurtures nearly 400 children in child care, after school, and summer camp programs. Since 2008, the Center has worked with Nemours Health & Prevention Services (NHPS) — one of [our partners](#) in Let's Move! Child Care — to reduce portion sizes and transform its nutrition.

A Testimonial from Maria Matos, Executive Director of LACC



"Our menus now offer varied, nutritious, ethnic foods that the children enjoy. Parents have expressed that while at home, their children talk about healthy habits and choose to eat fruits and vegetables as opposed

Let's Move! Child Care

Wrap-up



www.HealthyKidsHealthyFuture.org

- ❑ Let's Move! Child Care is not intended to replace, but augment ongoing efforts to support healthy nutrition and movement for children & families.
- ❑ Let's Move! Child Care is evidence based, using relevant, up-to-date information.
- ❑ The resources can be applied across settings and as a provider/parent resource. The goals apply at a child's home too. Parents can register at the website, obtaining access to information and resources.
- ❑ Registering, using the website, and resources are free.

LMCC Partners

- Office of the First Lady
- White House Domestic Policy Council
- US Department of Health & Human Services
 - Administration for Children & Families
 - Centers for Disease Control & Prevention
 - Health Resources and Services Administration



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